

## CLAIMS

What is claimed is:

- 1 1. A transaction device comprising:  
2 a sensor module configured to receive a product identification for a product  
3 through a product tag; and  
4 a communication module configured to transmit the product identification and a  
5 device identifier associated with the transaction device to a product server through a  
6 privacy server to obtain product information from the product server without providing an  
7 identification of a user of the transaction device.
- 1 2. The transaction device of claim 1, wherein the product server is to communicate  
2 product information back to the transaction device based on the product identification
- 1 3. The transaction device of claim 1, wherein the communication module is to  
2 transmit a request to purchase the product to the product server through the privacy server  
3 without providing the identification of the user of the transaction device.
- 1 4. The transaction device of claim 1, wherein the product tag includes product  
2 information for the product.
- 1 5. The transaction device of claim 1, wherein the transaction device is selected from  
2 the group consisting of a privacy card, digital wallet, and a privacy card configured to be  
3 coupled to a digital wallet.
- 1 6. The transaction device of claim 1, further comprising a product storage area  
2 configured to store the product information for a number of products.

1 7. An electronic transaction device comprising:  
2 a sensor module configured to receive a product identification for a product  
3 through a product tag associated with the product;  
4 a wireless module configured to communicate with a privacy system, the privacy  
5 system comprising a secure mechanism for correlating an identifier of the electronic  
6 transaction device with a user authorized to use the electronic transaction device; and  
7 a communication module configured to communicate the transaction device  
8 identifier and the product identification through the wireless module to the privacy system  
9 to perform a transaction for the product.

1 8. The electronic transaction device of claim 7, further comprising:  
2 a display module configured to display the product information for the product received  
3 from the privacy system.

1 9. The electronic transaction device of claim 7, wherein the product tag for the  
2 product includes product information.

1 10. The electronic transaction device of claim 7, wherein the user of the electronic  
2 transaction device can purchase the product from a vendor through the secure mechanism  
3 using the wireless module based on the product identification and the transaction device  
4 identifier.

1 11. The electronic transaction device of claim 7, wherein the communication module  
2 is to transmit a request to purchase the product to the privacy system without providing  
3 the identification of the user of the transaction device.

1 12. The electronic transaction device of claim 7, wherein the electronic transaction  
2 device is selected from the group consisting of a privacy card, digital wallet, and a  
3 privacy card configured to be coupled to a digital wallet.

1 13. The electronic transaction device of claim 7, further comprising a product storage  
2 area configured to store product information for a number of products.

1 14. A method comprising:  
2 receiving, at a transaction device, a signal based on a product tag associated with a  
3 product;  
4 transmitting the product tag to a product server through a privacy server indicating  
5 a request of product information based on the product tag without providing an identity of  
6 a user of the transaction device; and  
7 receiving the product information from the product server.

1 15. The method of claim 14, further comprising performing a product transaction for  
2 the product with the product server through the transaction privacy clearinghouse using a  
3 device identifier for the transaction device, wherein the identity of the user is not known  
4 to the product server.

1 16. The method as set forth in claim 15, wherein performing the electronic commerce  
2 transaction for the product includes receiving eCoupons related to the product from the  
3 vendor through the transaction privacy clearinghouse.

1 17. The method as set forth in claim 15, wherein performing the electronic commerce  
2 transaction for the product includes purchasing the product from the vendor through the  
3 transaction privacy clearinghouse.

1 18. An electronic system comprising:  
 2 a personal transaction device configured to communicate with a product tag  
 3 associated with a product to receive a product identification for the product, the personal  
 4 transaction device having an identifier;  
 5 a privacy server coupled selectively to the personal transaction device when a  
 6 transaction related to the product is to be performed based on the product identification,  
 7 said privacy server authorizing the transaction based upon the identifier and account  
 8 information of a user that is authorized to use the transaction device, wherein the  
 9 transaction is with a vendor of the product and wherein an identity of the user is not  
 10 provided to the vendor.

1 19. The electronic system as set forth in claim 18, wherein the transaction includes  
 2 transmitting eCoupons from the vendor to the transaction device through the privacy  
 3 server without providing the identity of the user to the vendor.

1 20. The electronic system as set forth in claim 18, wherein the transaction includes  
 2 purchasing the product from the vendor through the privacy server without providing the  
 3 identity of the user to the vendor.

1 21. The electronic system as set forth in claim 18, wherein the personal transaction  
 2 device is selected from the group consisting of a privacy card, digital wallet, and a  
 3 privacy card configured to be coupled to a digital wallet.

1 22. The electronic system as set forth in claim 18, wherein the privacy server is  
 2 further configured to selectively couple to a financial institution.

1 23. The electronic system as set forth in claim 18, wherein the privacy server further  
 2 comprises a financial institution.

1 24. The electronic system as set forth in claim 18, wherein the privacy server  
 2 comprises a secure database of transaction device information and user information, said  
 3 database accessed for authorizing the transaction.

1 25. The electronic system as set forth in claim 18, wherein the privacy server is  
 2 configured to interface to a financial processing system configured to perform financial  
 3 transactions associated with the transaction.

1 26. A machine-readable medium that provides instructions, which when executed by a  
 2 machine, cause said machine to perform operations comprising:  
 3 receiving, at a transaction device, a signal based on a product tag associated with a  
 4 product;  
 5 transmitting the product tag to a product server through a transaction privacy  
 6 clearinghouse indicating a request of product information based on the product tag; and  
 7 receiving the product information from the product server without providing an  
 8 identity of a user of the transaction device.

1 27. The machine-readable medium of claim 26, further comprising performing an  
 2 electronic commerce transaction for the product with the product server through the  
 3 transaction privacy clearinghouse using a device identifier for the transaction device,  
 4 wherein the identity of the user is not known to the product server.

1 28. The machine-readable medium of claim 27, wherein performing the electronic  
 2 commerce transaction for the product includes receiving eCoupons related to the product  
 3 from the vendor through the transaction privacy clearinghouse.

- 1 29. The machine-readable medium of claim 27, wherein performing the electronic  
2 commerce transaction for the product includes purchasing the product from the vendor  
3 through the transaction privacy clearinghouse.

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